

## ORDER



**Orders**  
**Order / Rev:** 704115 - 5  
**Alt Order #:** 6330853  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 08/02/12 / 09/28/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	136	\$170,850.00	\$145,222.50
10/08/12	10/14/12	26	\$25,775.00	\$21,908.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	162	\$196,625.00	\$167,131.25	0.00
<b>Totals</b>	<b>162</b>	<b>\$196,625.00</b>	<b>\$167,131.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/02/12	10/08/12	430-5a News	CM	430-5a	MTWT---	:30	5	\$75.00	P-4	0.00	NM	5	\$375.00
				430-5a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWT---		5			\$75.00			0.00			
4	WTSP	10/02/12	10/08/12	5-530a	CM	5-530a	MTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00
				5-530a 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		4			\$100.00			0.00			
6	WTSP	10/02/12	10/08/12	530-6a	CM	530-6a	MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
				530-6a 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		5			\$150.00			0.00			
9	WTSP	10/02/12	10/08/12	M-F 6-7a	CM	6-7a	MTWTF--	:30	5	\$175.00	P-4	0.00	NM	5	\$875.00
				6-7a 10 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		5			\$175.00			0.00			
11	WTSP	10/02/12	10/08/12	CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
				CBS This Morning		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		5			\$200.00			0.00			
14	WTSP	10/02/12	10/08/12	CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
				CBS This Morning		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/12	10/08/12	MTWTF--		5			\$200.00			0.00			



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 Alt Order #: 6330853  
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Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 33	WTSP	10/02/12	10/08/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	:30	5	\$300.00	P-4	0.00	NM	3	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$300.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 WTSP 10/02/12-10/08/12 M-F 2-3p 2-3p MTWThF--- :30 <del>(\$300.00)</del> 0.00 NM Credited 5 WTSP 10/02/12-10/08/12 M-F 2-3p 2-3p MTWThF--- :30 <del>(\$300.00)</del> 0.00 NM Credited															
36	WTSP	10/02/12	10/08/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	:30	5	\$275.00	P-4	0.00	NM	5	\$1,375.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$275.00 0.00															
38	WTSP	10/02/12	10/08/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	8	\$400.00	P-4	0.00	NM	8	\$3,200.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 8 \$400.00 0.00															
41	WTSP	10/02/12	10/08/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	5	\$275.00	P-4	0.00	NM	5	\$1,375.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$275.00 0.00															
44	WTSP	10/02/12	10/08/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	5	\$275.00	P-4	0.00	NM	5	\$1,375.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$275.00 0.00															
46	WTSP	10/02/12	10/08/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	4	\$500.00	P-4	0.00	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 4 \$500.00 0.00															
50	WTSP	10/02/12	10/08/12	7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$1,300.00	P-4	0.00	NM	5	\$6,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$1,300.00 0.00															
52	WTSP	10/02/12	10/08/12	730-8p Jeopardy	CM	730-8p	MTWTF--	:30	5	\$1,500.00	P-4	0.00	NM	5	\$7,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$1,500.00 0.00															
54	WTSP	10/02/12	10/08/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$1,000.00 0.00															
56	WTSP	10/06/12	10/06/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -----S- 5 \$700.00 0.00															
57	WTSP	10/07/12	10/07/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 -----S 1 \$900.00 0.00															
58	WTSP	10/02/12	10/08/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWTF--	:30	8	\$350.00	P-4	0.00	NM	8	\$2,800.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 8 \$350.00 0.00															
60	WTSP	10/02/12	10/08/12	Late Late Show Late Late Show	CM	1237-137a	MTWTF--	:30	5	\$175.00	P-4	0.00	NM	5	\$875.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF-- 5 \$175.00 0.00															
62	WTSP	10/06/12	10/06/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00

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WTSP-TV

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62	WTSP	10/06/12	10/06/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2			\$75.00			0.00			
67	WTSP	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2			\$500.00			0.00			
68	WTSP	10/07/12	10/07/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1			\$500.00			0.00			
70	WTSP	10/07/12	10/07/12	10 Sports Extra 10 Sports Extra	CM	Su 1135-1145p	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1			\$500.00			0.00			
71	WTSP	10/08/12	10/08/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$5,500.00	P-4	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1			\$5,500.00			0.00			
72	WTSP	10/08/12	10/08/12	Mon Prime C Hawaii Five-0	CM	Mon 10-11p	M-----	:30	1	\$3,500.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1			\$3,500.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/08/12-10/14/12	Mon Prime C		Mon 10-11p	M-----	:30		<del>(\$3,500.00)</del>		0.00	NM		
	Credited														
E 74	WTSP	10/02/12	10/02/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	2	\$9,000.00	P-3	0.00	NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		2			\$9,000.00			0.00			
75	WTSP	10/02/12	10/02/12	Tue Prime C Vegas	CM	Tue 10-11p	-T-----	:30	1	\$4,000.00	P-4	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1			\$4,000.00			0.00			
E 76	WTSP	10/03/12	10/03/12	Wed Prime A Survivor: Philippines	CM	Wed 8-9p	--W----	:30	1	\$4,000.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1			\$4,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WTSP	10/01/12-10/07/12	Wed Prime A		Wed 8-9p	--W-----	:30		<del>(\$4,000.00)</del>		0.00	NM		
	Credited														
79	WTSP	10/04/12	10/04/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	Thu 8-9p	---T---	:30	1	\$4,500.00	P-4	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1			\$4,500.00			0.00			
80	WTSP	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	Thu 9-10p	---T---	:30	1	\$4,500.00	P-4	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1			\$4,500.00			0.00			
81	WTSP	10/04/12	10/04/12	Thu Prime C Elementary	CM	Thu 10-11p	---T---	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		2			\$4,000.00			0.00			
82	WTSP	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	Fri 8-9p	----F--	:30	2	\$3,000.00	P-4	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		2			\$3,000.00			0.00			
83	WTSP	10/05/12	10/05/12		CM	Fri 9-10p		:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00



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WTSP-TV

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N104	WTSP	10/06/12	10/06/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$150.00		0.00			
N105	WTSP	10/02/12	10/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	-TWTF--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		1				\$350.00		0.00			
N106	WTSP	10/02/12	10/08/12	730-8p Jeopardy	CM	730-8p	MTWTF--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		1				\$3,000.00		0.00			
N107	WTSP	10/02/12	10/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	-TWTF--	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4				\$900.00		0.00			
N108	WTSP	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	Fri 8-9p	----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1				\$6,000.00		0.00			
N109	WTSP	10/02/12	10/05/12	M-F CBS Soaps Young & Restless/Bold & Beauti	CM	M-F 1230-2p	-TWTF--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		1				\$1,100.00		0.00			
N110	WTSP	10/02/12	10/05/12	M-F 9-930a 10 News, 9aM 10 News, 9am	CM	9-9:30A	-TWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		1				\$200.00		0.00			
													Totals	162	\$196,625.00